

*Done*

EASTERN STATES RADIO CORPORATION  
Columbus 16, Ohio

November 12th, 1953

Dear Station Manager:

Under separate cover you have been sent twenty posters advertising the times of the Lucky Strike programs on your station.

As soon as these posters arrive, we would appreciate your getting together with the SMI Luckies student representative on your campus and discussing with him the best spots on and off campus for placing the posters. It is requested that the station staff post ten at spots on the campus, and that the SMI student representative place the remaining ten at shops off the campus. Please choose each location carefully so that the greatest possible number of students will see the posters in the natural course of their travels around the campus and in town.

If your campus is one of those where there is no SMI student representative, then the distribution of all twenty posters will be up to you. Whether there's a student representative at your school or not, please get whatever number of posters are allocated for distribution by the station staff placed as quickly as possible. It may take the student representatives a little longer to negotiate with various shopkeepers to display these posters, but those to be placed on campus by the station should be up within two or three days!

When you have a chance, please drop us a line telling us some of the spots you selected for the posters. Thanks very much for your cooperation!

Sincerely yours,

RV:lk

EASTERN STATES RADIO CORPORATION



EASTERN STATES RADIO CORPORATION  
Columbus, Ohio

November 15th, 1933

Dear Station Manager:

Under separate cover you have been sent twenty posters ad-

vertising the time of the Lucky Strike program on your station.

As soon as these posters arrive, we would appreciate your

getting together with the GMI student representative on your

campus and discussing with him the best spots on and off campus for

placing the posters. It is requested that the station staff post

ten at spots on the campus, and that the GMI student representative

place the remaining ten at spots off the campus. Please choose each

location carefully so that the greatest possible number of students will

see the posters in the natural course of their travels around the cam-

pus and its town.

If your campus is one of those where there is no GMI student

representative, then the distribution of all twenty posters will be up

to you. Whether there's a student representative at your school or not,

please get whatever number of posters are allocated for distribution by

the station staff placed as widely as possible. It may come the students

representatives a little longer to negotiate with various shopkeepers

to display these posters, but these to be placed on campus by the station

should be up within two or three days.

When you have a chance, please drop us a line telling us

some of the spots you selected for the posters. Thanks very much for

your cooperation.

Sincerely yours,

EASTERN STATES RADIO CORPORATION

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